

# MINUTES

**MEETING OF:** LIBRARY BOARD OF TRUSTEES  
**DATE OF MEETING:** Wednesday, Dec. 17, 2014  
**PLACE OF MEETING:** Dove Library Boardroom  
1775 Dove Lane, Carlsbad CA 92011

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Approved:  
12/21/2015 RA

## CALL TO ORDER:

Chair Hulsart called the meeting to order at 4:00 p.m.

## ROLL CALL:

**Present:** Trustees Bradley, Hulsart, Hinman, Benson and Parsons.

**Absent:** None

**Staff Present:** Heather Pizzuto, Library & Cultural Arts Director  
Diane Bednarski, Deputy Library Director  
Suzanne Smithson, Deputy Library Director  
Glynn Birdwell, Principal Librarian  
Debbie Jo McCool, Associate Analyst  
Keith Gemmell, Library Programs & Venues Coordinator  
Nancy Blake, Temporary Office Assistant

Library & Cultural Arts Director Heather Pizzuto introduced the board to Diane Bednarski, the new Deputy Library Director.

## APPROVAL OF MINUTES:

The Board, by proper motion (Bradley/Hulsart) approved as revised the minutes of the Oct. 29, 2014 meeting. Also, the Board, by proper motion (Benson/Hinman) approved the minutes of the Nov. 19, 2014 meeting.

## LIBRARY REPORTS:

The Board received the November 2014 Monthly Library Report. Trustees commented on the Teen workshop's high attendance. Trustee Bradley commented on the Georgina Cole Library's science-based program held on Nov. 18 and that it was an excellent way to stimulate the children's curiosity. Trustees requested a staff report at a future meeting on the Serra Cooperative Youth Services Committee sponsored "Practical Uses of Common Core Programming at your Library" workshop that was attended by children's staff.

### **CAPITAL IMPROVEMENT PROGRAM PROJECT UPDATE:**

Library & Cultural Arts Director Pizzuto updated the Board on progress made by Group 4 Architecture (G4) during the most recent planning workshops held Dec. 10-11. The team met with city staff from the Fire Department and Planning Division for preliminary feedback on the library redesign plans and specifications prior to completion. A room by room walk through was conducted in both the Cole and Dove libraries. Carpet selections were discussed by the Interiors sub-group for Dove Library and selections were reaffirmed for Cole Library. Some accent wall paint selections have been determined. Trustee Parsons explained the process used to recommend carpet and color selections for both locations. During January and February the group will be looking at furniture and fabrics.

Overall, 50 percent completion of final design has been achieved and the project team is on target to reach 100 percent completion in January. Plans and specifications are expected to be presented for the City Council's consideration in March.

### **FY 2013-14 CALIFORNIA PUBLIC LIBRARY SURVEY:**

Library & Cultural Arts Director Pizzuto presented the State Library Survey FY 2013-14 Fast Facts along with details of the survey. Trustee Parsons asked about young adult programs being added to attract more teens, since the survey indicated a drop in young adult attendance. Much of the reduction in attendance resulted from fewer programs being held. Library & Cultural Arts Director Pizzuto mentioned that low attendance may be due to recently added programs and facilities nearby that are now attracting teens.

According to Deputy Library Director Smithson the Library has seen an increase in teen attendance subsequent to the survey period, through the use of social media to help raise awareness of teen programs such as movie nights. Trustee Benson asked about a mentor program and Deputy Library Director Smithson explained the cycle of teen activity, starting with teens volunteering through the summer reading program and then returning to participate in teen book clubs and other programs. The library previously offered teen councils but participation in these also ebbs and flows.

Trustee Bradley suggested a possible soft opening geared for the teens after construction is completed. Library & Cultural Arts Director Pizzuto also mentioned that staff is preparing for the 2015 resident and library user survey, and may use this to learn more about teen interests.

The Board, by proper motion (Benson/Parsons) received and approved the FY 2013-14 California Public Library Survey.

## **DIRECTOR'S REPORT:**

Library & Cultural Arts Director Pizzuto brought the Board up to date on the following items:

### **Staffing/Recruiting updates -**

Senior Librarian Mary Van Orsdol and Cultural Arts Community Coordinator Colleen Finnegan are both retiring in December 2014.

### **Employee Development –**

Lead Librarian Erin Zocco was recently accepted into the 2015 Eureka! Leadership Institute and Program. Eureka! is a nationally recognized program offered in partnership by the California State Library and Infopeople, the training arm of the California State Library, to provide professional development for librarians. The program is offered to only 32 people statewide each year, and Erin will complete an intensive six-day institute followed by a series of projects, community assessments and presentations throughout the year.

### **Technology -**

The request for proposals has opened for Radio Frequency Identification (RFID) solutions, with vendors having until Jan. 14 to respond. Their responses will help refine the library redesign plans, and implementation of the selected solution will be coordinated with construction.

A conference call was held with the California State Library and CENIC representatives this week to provide additional detail before pricing is determined for receiving broadband services through this consortium. A final decision on whether to participate in consortium purchasing in order to receive public internet service at a discounted rate will be needed in January.

## **FOUNDATION REPORT:**

In December, the Carlsbad Library & Arts Foundation received the final distribution from the Benson Family Trust, with the total gift now reaching \$2 million. The city's communications office is assisting in preparing a media release that will be distributed next week. The Foundation applied its recently developed policy to approve a 5 percent distribution from the fund. As designated by the Benson Family Trust, one-half will be used to purchase items for the collection for all city libraries, and one-half will be used to support the programs and services of the Library Learning Center. Funds will become available for use during FY 2015-16.

Representative Hulsart also mentioned that the Board affirmed all officers shall remain in office for the upcoming year. Additional board members are being sought.

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**FRIENDS OF THE LIBRARY REPORT:**

Representative Hulsart stated this year's holiday boutique sale was the most successful ever, with the total amount earned at \$10,671.

**NSDC GENEALOGICAL SOCIETY:**

Liaison to the Board Marg Keely reviewed recent and upcoming activities of the Society. They have added eight new members, for a total of 368. Scheduled for Jan. 13, the CoGG program will have a speaker on "Advanced Google Tools for Genealogists". The next DNA meeting is Jan. 15 at the Cole Library. Liaison to the Board Keely announced other changes to the scheduling of future meetings due to both Society preference as well as the Cole Library renovations scheduled for the fall.

**LIBRARY BOARD COMMENTS/ANNOUNCEMENTS:**

None

**PUBLIC COMMENTS:**

None

**ADJOURNEMENT:**

By proper motion (Hulsart/ Parsons) and vote the meeting was adjourned at 4:35 p.m.

Respectfully submitted,



Nancy Blake  
Temporary Office Assistant

# LIBRARY BOARD STATISTICS

December 2014

## Reference, Circulation, Visitors

Reference Questions		Dec-13	Nov-14	Dec-14
1	Dove Library	9,008	10,489	9,909
2	Cole Library	8,384	9,267	8,029
3	Library Learning Center	858	718	527
4	<b>Total</b>	<b>18,250</b>	<b>20,474</b>	<b>18,465</b>
Circulation		Dec-13	Nov-14	Dec-14
5	Dove Library	63,902	61,704	59,402
6	Cole Library	32,820	33,180	31,525
7	Library Learning Center	1,041	1,212	1,190
8	eAudiobook Downloads	640	915	899
9	eBook Downloads	2,347	2,755	2,959
10	eMagazine Downloads <sup>2</sup>	0	671	486
11	<b>Total</b>	<b>100,750</b>	<b>100,437</b>	<b>96,461</b>
People Count		Dec-13	Nov-14	Dec-14
12	Dove Library	28,110	32,644	30,049
13	Cole Library	22,259	22,655	23,572
14	Library Learning Center	4,530	3,954	3,890
15	<b>Total</b>	<b>54,899</b>	<b>59,253</b>	<b>57,511</b>

## Programs and Technology

Library-Sponsored Programs		Dec-13	Nov-14	Dec-14
16	Pre-School Programs	52	57	57
17	Attendance	2,365	1,887	2,337
18	School Aged Children's Programs	21	26	21
19	Attendance	710	522	684
20	Young Adult Programs	4	11	7
21	Attendance	42	71	100
22	Adult Programs	25	35	22
23	Attendance	891	712	816
Technology Usage <sup>1</sup>		Dec-13	Nov-14	Dec-14
24	Computer Use	9,411	8,768	8,866
25	Webpage Views <sup>3</sup>	57,379	-	-
26	Database Usage	8,333	6,399	5,174
Facility Meeting Room Use		Dec-13	Nov-14	Dec-14
27	Events	56	47	70
28	Attendance	2,438	2,968	4,817
Volunteer Hours		Dec-13	Nov-14	Dec-14
29	Total Hours	1,395	1,330	1,327

1. Change in Google Analytics reporting December 2013

2. Zinio downloadable magazines launched August 2014

3. Analytics error with the new website launch - October/November/December 2014 no figures available

**Monthly LIBRARY Reports  
for  
DECEMBER 2014**

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**Systemwide ...**

1. The library's holiday concerts consisted of three concerts and kicked off on Thursday, Dec. 4 with the Teagan Taylor Trio performing their mixture of new age jazz and holiday music at the Library Learning Center. The concert series continued the next two Sundays with singer Perla Batalla on Sunday, Dec. 7 in Schulman Auditorium and pianist Robert Parker in the Cole Community Room on Sunday, Dec. 14.
2. The library partnered to host an event to celebrate the release of the 26th edition of the Magee Park Poets Annual Anthology. This year marked the first year that the library did not publish the anthology. The event was held in the Schulman Auditorium on Dec. 3 and welcomed many published poets reading their works followed by a reception in the Gowland meeting room.
3. A Request for Proposals (RFP) was posted for vendors interested in providing an update to the library's radio frequency identification system (RFID). The proposals are due on Jan. 14. The upgraded system will be integrated into the building remodel project.
4. All library sites hosted visits from Santa Claus during December. Almost 400 children were able to share their holiday wishes, take photos, listen to stories, make crafts, and receive a candy cane treat. The day after Santa visited the Learning Center, the U-T San Diego newspaper carried a photo of Santa's visit there.

**CCL, Dove Lane ...**

5. During the month of December the Wednesday film series and Cinema series followed the theme of "Holiday Films with a Twist" and was focused toward families. These films included Rise of the Guardians and Arthur Christmas.
6. Children's programs included the musical marionette puppet show, "A Very Beary Nutcracker" on Dec. 2 and Chanukah Songs & Stories on Dec. 10.
7. Eighteen teens enjoyed eating pizza and watching the dystopian film, Divergent, on Dec. 18.

**Georgina Cole ...**

8. Special children's programs included two very different Story Crafts: these story-based programs highlighted Ninjas on Dec. 2 which included stealth movements and obstacle course training, and Nutcrackers on Dec. 16 which included ballet and waltz instruction from the Carlsbad Dance Studio. Additionally, library favorite John Abrams presented his Animal Magic Holiday Spectacular on Dec. 9. This holiday-themed comedy magic show exploded with animals and festive music and drew attendance of 96 children and families.
9. On Dec. 10, 26 teens turned out to see the highly-popular movie Guardians of the Galaxy which is based upon a relatively unknown Marvel comic book series by the same name. The movie had just been released on home video the day before so it was a very fresh screening. The majority of viewers were male teens which is a demographic that is

sometimes difficult to reach for a public library. At the end of the movie they eagerly asked what the next movie would be in January. The teens have been enjoying the pizza and a movie format at Cole and staff plan to continue it on a monthly basis.

### **Learning Center...**

10. Children's programs included making ornaments to decorate the Learning Center Christmas tree, and a presentation of the John Abrams' Animal Magic Holiday Spectacular on Dec. 11 with almost 50 attendees.
11. The Spanish computer class ended the six-week course on Dec. 11. The eight students and their volunteer instructor marked the occasion with a holiday potluck.
12. Eight teens joined the Learning Center staff on Dec. 19 to celebrate the holiday season with crafts, holiday music and decorating cookies.

### **Outreach and community connections...**

13. Children's Librarian Julie Conklin participated in the Carlsbad Chamber of Commerce Education Committee meeting on Dec. 3.
14. Community Outreach Coordinator Lizeth Simonson met with Michelle Luellen, project coordinator for Circulate San Diego. They discussed a collaboration between Circulate San Diego and the Library Learning Center on a project called Walk + Bike Carlsbad. The City-supported project is designed to promote active lifestyles with walking and biking activities in the Village area.
15. The San Diego County Office of Education-Migrant Program had a meeting with students enrolled in the program and their parents at the Learning Center on Dec. 15. Students received instruction on using a math computer program and families were introduced to library services. They also enjoyed a storytime program.
16. A group of 10 parents and 9 children from the Home-Base Head Start Program attended a bilingual story-craft program at the Library Learning Center on Dec. 5.
17. On the afternoon of Dec. 4, Cole Library staff from three divisions provided two library tours to teen participants of the Parks & Recreation program, L.I.T.E. (Leadership in Training and Education). The teens (21 in the first tour, 19 in the second) received a tour of the Cole Library facility, an overview of the library's catalog and databases, and a presentation on the resources in the History & Genealogical collection.
18. Library Learning Center Bilingual Services staff members participated in the Village Holiday Tree Lighting event sponsored by the Carlsbad Evening Rotary Club on Dec. 7. Sixty-eight children and adults listened to Christmas stories and made a craft to take home.